

POTTERY & GLASS



HUOTT PUBLISHING COMPANY

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25c. A COPY \$2.00 A YEAR

IT'S THE QUALITY THAT MAKES THE DIFFERENCE
CENTRAL GLASS WORKS
WHEELING, W. VA.

Manufacturers of LEAD
BLOWN, PRESSED AND
DRAWN STEMWARE,
BLOWN AND PRESSED
TUMBLERS, DECAN-
TERS, CARAFES, JUGS,
OILS, BLOWN TABLE-
WARE, ETC.

HOTEL, CLUB AND
CAFE GLASSWARE.



67-6 IN BLOWN COMFORT, OPTIC, ETC.

Our Specialty: DEEP
PLATE ETCHED MONO-
GRAM AND CREST
WORK. IF YOU WANT
REAL QUALITY GLASS-
WARE AT RIGHT
PRICES AND PROMPT
DELIVERIES, TRY US
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FINE TABLE GLASSWARE

No illustration
can do justice
to this line.
It must be seen.

A complete
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Is always on
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various
salesrooms.
It is there
for your
convenience.
Call and see
it.

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MANUFACTURERS OF FINE TABLE GLASSWARE
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JOSEPH TOMKINSON, 213 Commercial
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MARSH & KIDD CO., 617 Mission St., San Francisco
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Haviland China

is stamped

Haviland on white china
France

Haviland & Co on decorated china
Limoges

We respectfully remind dealers that the china stamped "Haviland" or "Haviland & Co." is the only china known since 1840 as Haviland China and that any other ware with the name Haviland in its stamp cannot be lawfully sold as Haviland China, or without the mention of the name in full with which it is stamped.

Any infringement upon our exclusive right to the denomination of "Haviland China" for our ware would oblige us to sue the offender for damages.

Haviland & Co.
11 East 36th St., New York



We will continue to
ship goods

Factory working and will
continue to work

SOLE AGENTS
GRAHAM & ZENGER
104 FIFTH AVENUE

L. BERNARDAUD & CO.

Limoges

Fine French China

1915 SAMPLES

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46 MURRAY STREET, NEW YORK

EIGHTEEN PATTERNS IN STOCK
FOR IMMEDIATE SHIPMENT



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COMPANY**

95 Madison Avenue
Corner of Twenty-ninth Street

Dealing Exclusively in the
"G.D.A." Limoges China

IMPORTATION DEPARTMENT — New
samples are now ready; also all the pat-
terns and shapes formerly offered by Por-
celaines G. D. A. at this address.

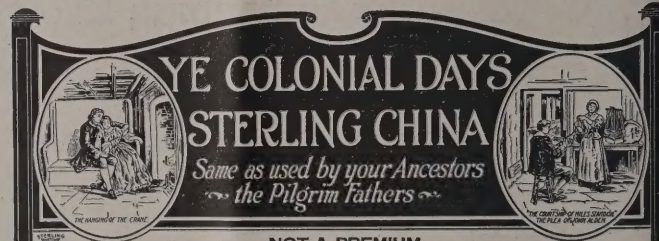
STOCK DEPARTMENT — Full assortment
white staples, open stock patterns, fancy
table dishes and white fancy pieces for
amateur decorators—all in sufficient quan-
tity to supply any reasonable amounts
without delay.

HOTEL DEPARTMENT — Are furnishing
the best hotels of the U. S. and Europe.

Gda
FRANCE

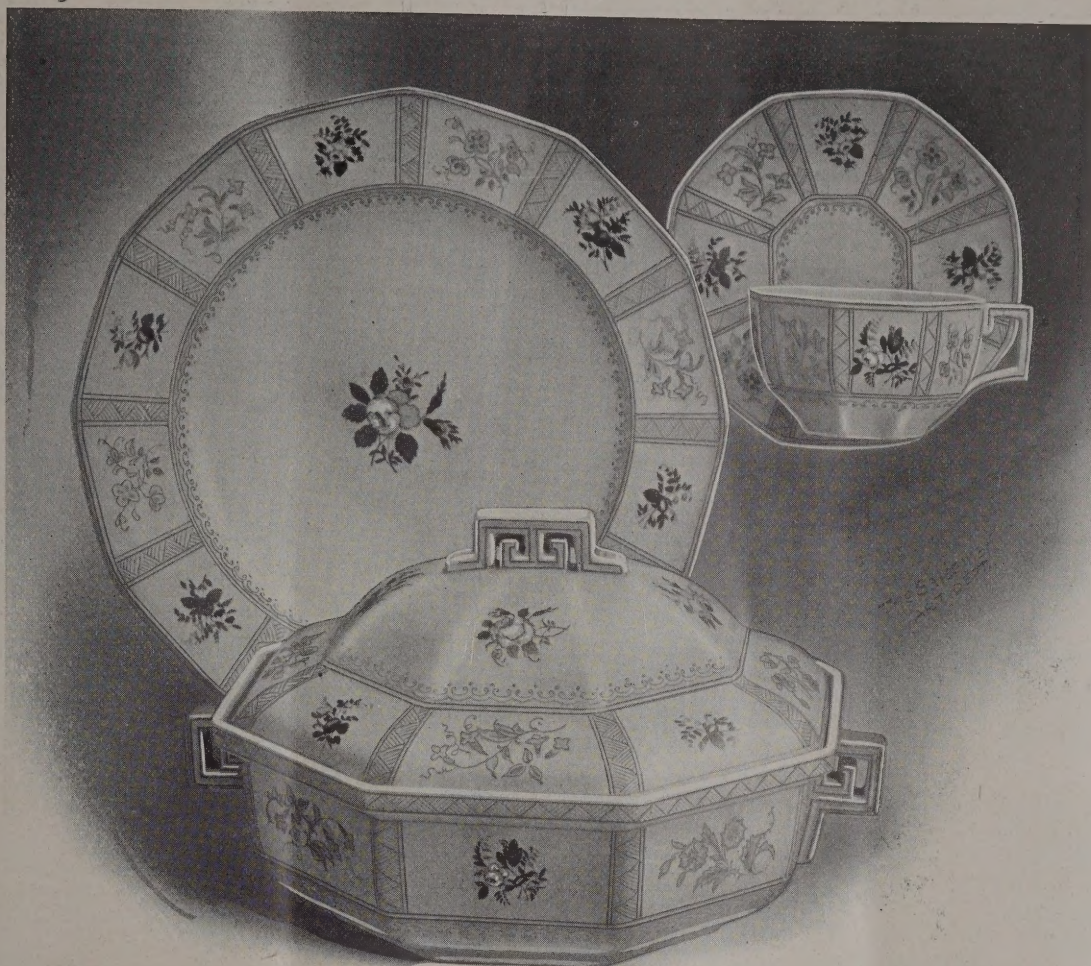


Gda
FRANCE



Colonial Decoration No. A594

Exclusively for the Jobber and the Retail Store.
THE SEBRING POTTERY CO., Sebring, Ohio



Octagon Shape Dinnerware Royal Doulton Earthenware

This has proved quite the most successful line in earthen dinnerware we have ever received from the Royal Doulton Potteries. Decorative designs of a century ago have been reproduced in considerable variety, from Old Leeds and other early English productions, originals of which are to be found only in rare museum collections.

These patterns are all in underglaze enamel colors and are executed in the finished manner for which Doultons are famed.

Your inspection and selection of patterns is cordially invited.

WM. S. PITCAIRN
104 FIFTH AVENUE NEW YORK



GENERAL VIEW OF THE CHINA, GLASS AND LAMP DEPARTMENT IN THE STORE OF J. GOLDSMITH & SONS CO., MEMPHIS, TENN.

POTTERY & GLASS

VOLUME XIV. No. 4.

NEW YORK, APRIL, 1915.

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25 cents per copy

Will it Pay to Add a Decorating Department to Our Store?

THERE IS NOTHING WHICH WILL ADVERTISE THE STORE MORE OR BRING IN BETTER RETURNS THAN A CHINA STUDIO—THE DIRECT RETURNS COME IN FROM RAPID TURN-OVER OF WHITE CHINA AND THE FACT THAT WHITE WARE IS JUST AS EASILY SOLD AT SPECIAL SALES AS DECORATED WARE, ENABLES THE DEALER TO BUY IN LARGER QUANTITIES

BY F. G. COOVER.

ALL PROGRESSIVE stores are interested in new lines or new ideas that will sell more merchandise and yield better profits. The china store or department is no exception to the rule but ours is a particularly hard line to get out of the beaten track. We visit the markets and carefully study all the foreign and domestic lines for new goods, and we endeavor constantly to improve our window and interior display, our advertising, and to add kindred lines that fit in and help increase sales.

The writer has been in the china business now for sixteen years, and has given much time and thought to the white china end of the business. Some six years ago, I added a decorating studio to the china department of the Miller & Paine store, Lincoln, Neb., and since then have seen stores from coast to coast add such departments, and, practically, without exception they have been a decided success. And, in view of this, it is my candid opinion that there is nothing which will advertise the store or bring in better returns than a china studio.

The direct returns come in from rapid turn-over of white china, and the fact that special sales can be held on white china just as easily as on decorated wares, makes it possible to buy in larger quantity the staple items.

It is often possible to buy certain items like vases, jugs, dresser-sets, etc., and place them on sale at from seventy-five or one hundred per cent. profit, and at the same time, give value that will be attractive.

Without the studio to pull in the trade, it would hardly be possible to use the quantity of one item in this way, or to put it in other words, the decorating department moves large quantity of the items that are features. Should there be a surplus, it can be deco-

rated and sold as decorated instead of white. It is also possible in this way to use up odds and ends.

Plain shapes in china are now practically altogether in demand and, in consequence, dealers have not the dead stock in white ware now that they formerly carried. The same items are now being reordered from season to season. It is merely the designs and style, or method of decorating now that changes.

Conventional work is rapidly coming into vogue. Formerly this work was quite difficult as the design had to be rented from a New York or Chicago artist at from seventy-five cents to four dollars per week. The design was then traced on paper and transferred to the china with carbon paper, after which the black line had to be gone over twice with outlining pen or brush. Since the Conventional outline patterns are now available, the repeat motifs can be purchased for a few cents and easily and quickly applied to the shape. Then the color scheme filled in with regular materials and in this way, the work is so simplified that beginners can take up and paint right from the start.

The gold letters also come in perfect detail all ready to apply, making it possible for the lady painters to apply their initial or monogram to a dresser-set, chocolate set, or even an entire dinner set. In this way there is also an excellent direct profit on the designs and materials.

The most successful way to handle the decorating department is to have a kiln in connection. The firing receipts will more than pay for the services of the teacher. Or if preferable, arrangement can be made for the teacher to take the firing in lieu of salary. Many stores give free lessons requiring only that the pupils buy a set of materials to start and to continue to buy their china, materials, and leave their firing at

POTTERY AND GLASS



The use of round and oval tables set with appropriate dinnerware and with a covering of spotless white linen underneath is a feature that gives the splendid china, glass and lamp department of the Anderson-Newcomb Company, Huntington, W. Va., a distinctive and homey appearance, a strong factor where the dealer caters to a refined class of trade. The illustration also gives an idea of the excellent display arrangement of this department—the glassware section to the left and the housefurnishings to the right of the dinnerware section, which occupies the centre of the floor. The fancy china section runs across the entire frontage of the department, the rear tables of which are shown in the immediate foreground. Mahogany fixtures and tables are used throughout the department. The Anderson-Newcomb Company is one of the leading business houses in Huntington, and their stocks of china, glass and lamps are always kept up to the minute. Their ability to give their trade "what they want when they want it" tells the story of their business success.

the store. Others have certain days for free lessons, the teacher charging for private or advanced lessons at other times.

Many department stores in the large cities are now operating studios and even in the smaller cities and towns it has been made to pay well. The exclusive china stores have not taken up the feature as well as they should or as they will as time goes on. The writer will be glad to correspond in detail with any stores that are interested. There are a great many exclusive china studios, some of which could no doubt be combined with department stores in the various cities and towns to their mutual benefit.

Besides the direct profit, the studio creates an untold amount of the very best kind of advertising. It gets the ladies to think of china and when they realize that they can paint it themselves, they certainly appreciate the opportunity to take the instruction, and the store reaps the profits in many ways. The added activity is bound to increase sales in other lines and the department as a whole adds a distinctive and individual feature that makes for greater progress and standing. It also opens a field for special order work, as it is possible to decorate for customers, just as they may wish and also leads toward decorating for resale in a whole-

sale way. Take for instance, the bread and butter plate which costs on import about six cents each and which a clever girl can decorate at the rate of two dozen a day. These plates can be retailed at fifty cents or sold wholesale at four dollars per dozen with a very good profit. The same is true of salts and peppers, sugars and creamers, and sets of various kinds.

The china stores are letting all this profit go by. The usual excuse is that no one in the store is familiar with details to operate the studio, but this can be overcome by making arrangements with some local artist to start the department in a small way which can be developed and worked out as the dealer may wish.

At some future time, I will write an article on this subject in greater detail, giving further facts and figures and showing illustrations of finished work. It is also possible that I could refer a suitable teacher to any store who may not find one available. The china decorating department in the retail store is a modern and progressive idea, and I am sure there will be more and more of such departments as the advantages and possibilities of the idea are more thoroughly introduced. The initial expense of stocking a china studio is small, and the rapidity with which the goods can be turned over is remarkable.

How a Dealer Turned an Idea Into Cash

THE VOGUE FOR COLONIAL HOME FURNISHINGS OPENED THE WAY FOR A STEADY VOLUME OF TRADE IN TABLE AND LIGHTING GLASSWARE LINES THAT PREVIOUSLY MOVED ONLY IN JERKS

THE progressive merchant of today not only reads his own trade journal carefully, but is constantly on the watch for some new idea that may increase his sales. To many in the trade the idea of reading the home furnishing articles in the leading general magazines would seem but a waste of time. To a small but enterprising New Jersey dealer they have been a good medium for business building ideas.

He found that the women folks were especially interested in anything Colonial. The magazines were illustrating quaint Colonial interiors with rag rugs, mahogany furniture, white trim, etc., and the dealer was at once struck by the great amount of glass to be found in these rooms. The draw pulls were crystal, the lighting fixtures were resplendant in crystal pendants, frosted and etched shades covered the lights themselves, while on the sideboard invariably stood a crystal candelabrum. Then the window hangings were fastened back with glass knobs and even the door knobs were glass.

Realizing that door knobs have a tendency to break, drawer pulls to get lost and the habit of pendants is to fall unexpectedly, he hit upon the plan of carrying a stock of

Colonial glassware of every description. He added several lines of Colonial crystal tableware, night sets, gas and electric shades in Colonial designs, etc., and then sat down and planned out a series of short advertisements for the local paper and circularizing.

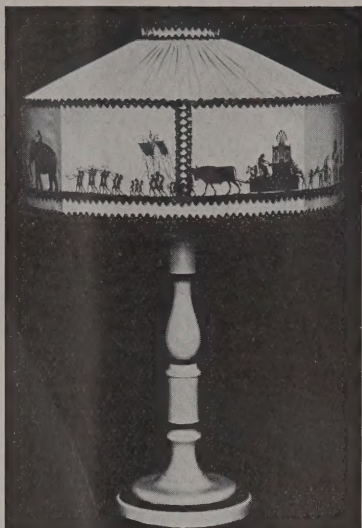
Gradually the business began to increase, slow at first, but by keeping everlastingly at it he has created a demand for this particular kind of glassware. It has made the store distinctive. Not one person in the town would think of going anywhere else for Colonial glassware, for they now regard the proprietor as an expert on the correct kind of glassware that should go into a Colonial interior.

Such fine results have come from the Colonial glassware idea that this merchant is quick to adopt any new suggestion he sees or reads of. His store is the first to display the new pottery specialties, new shapes in cut glass, the newest dinnerware shapes and de-

signs, and it is growing constantly. Why? Because he reads every line of his trade journal as soon as it is received, makes note of the new things described and advertised, and on his next bi-monthly trip to the market looks them up and then buys.



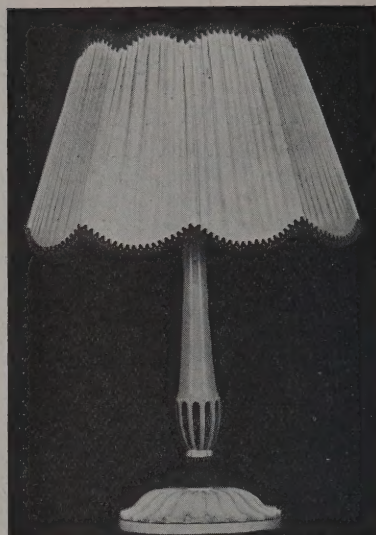
No. 8. The punch bowl is one of the best profit makers the cut glass merchant can carry. It is seldom necessary to move them by special sales, for they are in steady demand throughout the year. Every home in which social gatherings are frequent needs one, while at least one home in every ten could use one. The right kind of publicity and the right goods will bring results. Of the three cuttings shown the combination floral and chair bottom cutting of the center one leads in popularity.



Black and White the Newest Vogue

YOU FIND IT EVERYWHERE—AND
THE LAMP AND SHADE MANU-
FACTURERS ARE UTILIZING THE
STYLE THEIR UTMOST

No. 9 (on the left) is one of the very latest black and white treatments and shows a classical silhouette design on either a white or canary silk shade outlined with black silk braid. No. 11 (on the right) shows a plain color silk shade with scalloped edges. A feature of this portable is the base, designed after the Adam period of decoration. This lamp can also be had in canary and black.



BLACK and white is all the go. You see it everywhere—in rugs, in draperies, on furniture, china, and in wearing apparel, and some of the treatments are exceedingly interesting.

This newest vogue of decoration has gradually come about through the use of black with other colorings, the other colorings being gradually dropped until the black and white are now used alone in all their strong intensity. It is now the prevailing fashion in decoration and the manufacturers of lamps and lamp shades have kept step with kindred furnishings, and have introduced some stunning effects in these combinations, a number of which are illustrated on this and the following page.

There have been a great many radical changes in the field of deco-

orative furnishings during the past two or three years. Until recently everything has been in the modern impressionist or the futurist colorings—strong masses of colors, startlingly strong in their contrast. Some exceedingly beautiful color treatments have been introduced which have doubtless come to stay in their modified toned-down effect.

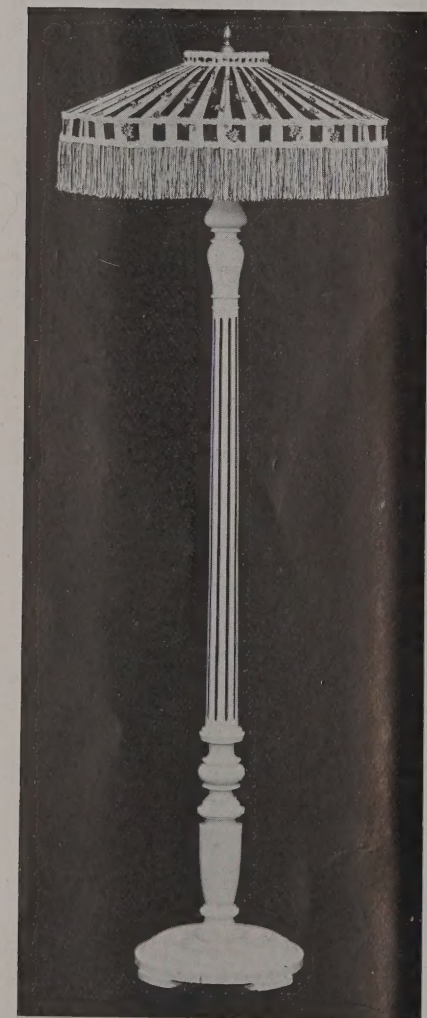
Not only have these new lamps struck the popular chord of the purchasing public, but they offer the dealer who is alive to his opportunities an excellent chance to use one or more to excellent advantage in his window display, in combination with a black and white background, or for a special display group in a corner of his store.

The use of black and white in decoration is not new—it is but a revival of other days, the silhouette being decidedly Colonial. The silhouette of the past was generally a portraiture; to-day it takes the form of outdoor scenes, and when done neatly, and with an eye to the proper spacing of the whites and blacks, the result is generally commendable and certainly decorative.

The variety of styles, sizes and decorations offered is large, ranging from the odd shaped boudoir portable to the tall and stately floor lamp, with one, two and three lights. Silk, cretonne and chintz are used for the shades, the black design being printed on either a pure white or a canary ground, the latter



No. 12—Another interesting adaptation of black and white. This lamp has a porcelain base decorated in white on a black ground. The broad stripe is rather unusual and only used with lamps decorated in the futurist style.



No. 10—This attractive floor lamp is finished in either old ivory or pure white enamel on mahogany. The flutings are black. The shade is silk with an all-over floral pattern and has an inner lining which diffuses the light.

having practically the same intensity as the black and white. Invariably, the shade is outlined with a black silk braid, however, where the predominating color is black, a white braid is used.

The standards are to be had in either wood or porcelain, the former usually in the turned and fluted designs of the Colonial period. The influence of the Adam style is seen in the classical silhouette and urn-shaped base of the floor lamp shown in illustration No. 16. The other floor lamp is also very distinctive with its black striped silk shade with an all over floral design, white braid and long black and white fringe. On this lamp the long black flutings stand out in strong contrast from the white enamel of the standard.

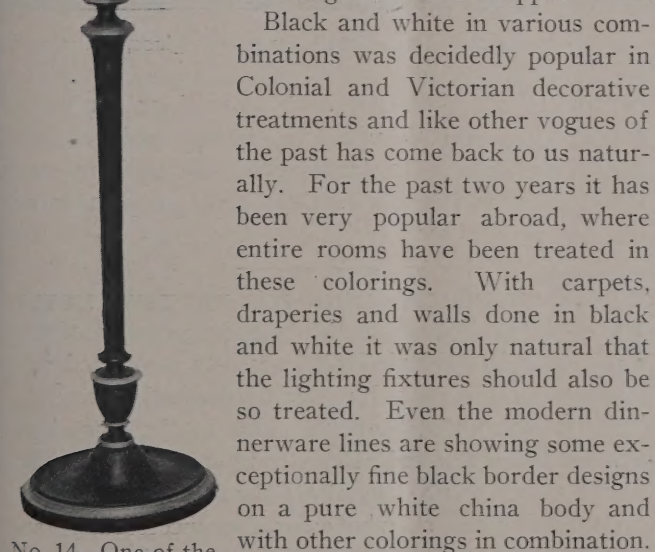
The lamp dealer who caters to a discriminating class of trade will find these lamps a means of creating considerable new business, for besides their quick selling qualities they have a great value



No. 13—An unusual table lantern in old ivory and black. It has a hand-carved wood base and a shirred black and white silk curtain enclosing the light.

as a display feature either in the show windows or in special groups inside the store.

If used for a special window display they are certain to attract attention, the strong contrast of the colorings and simple, yet strikingly decorative, charm of the designs are sure to appeal to all.



No. 14—One of the new idea smoker's stands that are finding a ready sale in the exclusive china and novelty shops. Can be had in a variety of finishes from black and white to Wedgwood hues or walnut and gold to harmonize with the room furnishings.

Black and white in various combinations was decidedly popular in Colonial and Victorian decorative treatments and like other vogues of the past has come back to us naturally. For the past two years it has been very popular abroad, where entire rooms have been treated in these colorings. With carpets, draperies and walls done in black and white it was only natural that the lighting fixtures should also be so treated. Even the modern dinnerware lines are showing some exceptionally fine black border designs on a pure white china body and with other colorings in combination.

Silks and cretonnes are the fabrics most favored in making up the shades, the manufacturers of these goods having foreseen the popularity of the combination and have brought out some exceptionally fine effects in striped and all over floral patterns. Bead fringes are being used to good advantage on the

smaller sizes and add greatly to the artistic appearance of the lamps.

For the boudoir there are many beautiful styles offered, the variety being only limited by the resourcefulness of the shade frame manufacturer.

In addition to the lamp lines offered there are some exceptionally good novelty furniture pieces in black and white that have heretofore found a ready sale in the exclusive china and glass shop, and also in the decorative shops and departments. Of these probably one of the most called for articles is the smoker stand. The one we illustrated herewith (No. 14), is made of solid mahogany finished in black with white outlines. These are also furnished in Old Ivory and black, walnut and gold, and in Wedgwood greens, blues and grays and in any woods or colorings to harmonize with the furnishings of a room.

Your mind needs developing in more than one direction in order to do its best in any line.

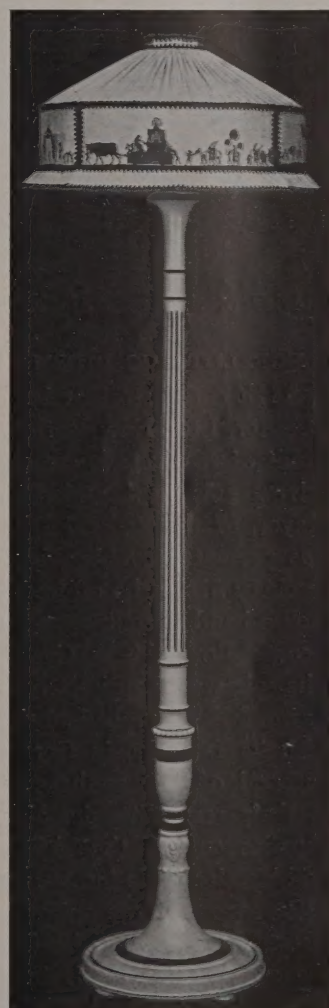
Because a man does not agree with you as to the best way of running your store, that is no sign that he is wrong. You may be mistaken yourself.

The man who succeeds in business is the man who sees his work at different distances and from different angles.

Only the fool whines and grumbles; the intelligent man knows what he wants and goes after it.



No. 15—Another decidedly Adam lamp with white silk shade bound with black braid. The graceful turnings of the base add to the grace of the lamp.



No. 16—The silhouette gives the lamp a distinctiveness that appeals strongly to all.



Interior of the store of the E. B. Taylor Co., Richmond, Va., showing their well assorted lines of cut glass, china and metal goods.

BORGFELDT & CO. BIDS IN BAWO & DOTTER STOCK

THE entire stock and other assets of Bawo & Dotter, Ltd., New York, who recently went into the hands of receivers, were sold early in the month at a private sale held under the supervision of Justice Mayer, of the Federal District Court. The first bid was presented by Cassidy's, Ltd., the large Canadian crockery firm, who offered \$60,000. The Justice then took a hand at selling, and a bid of \$100,000 made by George Borgfeldt & Co., New York, was accepted. The sale was the direct result of the war, the firm of Bawo & Dotter, Ltd., being an English corporation with its factories in Germany and Austria. At the outbreak of the war these nations seized their property in their respective domains, and with their base of supplies cut off the big china and glass house had nothing else to do but suspend business.

Rumors of reorganization were heard within the last two weeks, but the final decision has resulted in the above sale. It is believed that Borgfeldt's big advance on Cassidy's bid was made mainly with the idea of protecting the European crockery and glass manufacturers, who would otherwise have suffered

heavily. Borgfeldt's purchase covered not only the merchandise, but the fixtures, horses and wagons, furnishings, etc. The trade will await with interest Borgfeldt's publication of their plans to dispose of the merchandise secured.

SELECT ONONDAGA CHINA FOR BIG IOWA HOTEL

BOTH the dining-room and banquet service of the New Blackhawk Hotel, recently completed and opened in Davenport, Iowa, is of domestic manufacture, the celebrated Syracuse china of the Onondaga Pottery being selected after strong competition. The contract was secured by the Folwell Crockery Company, of Davenport, who were also successful in securing the contract for the glassware equipment.

The general china equipment is of an exclusive line pattern with colored crest of Chief Blackhawk on each piece, and is considerably lighter in weight than that usually used for hotel purposes. The banquet service is white with coin gold decorations, the Indian chief's portrait being worked on by hand on each piece.

The Indian's figure is also etched on each piece of the dining and banquet room glassware service.

Practical Law for the Buyer and the Seller

A Department Devoted to a Discussion of the Various Legal Matters That Are Constantly Confronting the Man in Business; the Opinions Rendered Are Based Upon Actual Decisions.

WRITTEN AND COPYRIGHTED BY

ELTON J. BUCKLEY

BEWARE OF THIS POSSIBILITY WHICH IS NOW FACING
SOME LOS ANGELES MERCHANTS.

SOMETHING is just now transpiring in Los Angeles, Cal., under a law which is the same in all States, which illustrates very vividly the dangers faced by any business man who joins an unincorporated organization, or signs a subscription for the stock of a corporation. Every day all sorts of schemes involving one of these dangers is being put up to business men of all classes all over the United States. Especially co-operative enterprises, which are always keenly interesting to business people—associations to buy merchandise co-operatively, or do something else to eliminate the middleman; in other words, which promise to save money for the members. No matter how fantastic it appears to be, a co-operative scheme that promises to do anything like this finds instant response from even the hardest-fisted business men.

The Los Angeles case, in a nutshell, is this: Several months ago a co-operative buying concern was organized there under the name of the "American Merchants' Syndicate." Great things were promised for it, the chief of which was that it proposed to buy in large quantities and save its members money on everything. Eliminate the jobber, in other words.

A charter was obtained and stock was offered at the par value of \$10 per share. A great point was made of a rule under which members should hold but five shares each, "so as to keep control out of a few hands"—the usual patter. Some stockholders, however, did hold more than five shares.

Stock was to be paid for in installments—"pay for it out of your savings"—but when it was half paid for, the corporation went to pieces and bankruptcy proceedings were begun against it. The creditors received but 23 per cent. of their claims.

As soon as the corporation collapsed, all of the stockholders stopped payments on their stock. There were some 1,262 subscribers, all retail merchants, and all still owing money on their stock, the meaning of which is this: that in all States where the stockholders of a bankrupt corporation owes a balance on his stock, he can be compelled to pay it, in order that the company may pay its debts. Therefore some nineteen of the creditors of the "American Merchants' Syndicate" have brought suit against these 1,262 retailers to collect the balances which they owe on their shares.

And from what I know of the case, there is a powerful probability that they will have to pay. The amount represented by the nineteen suits is \$31,000, so that the seriousness of the matter, to the 1,262 stockholders, is evident.

Of course these 1,262 victims are not going to pay this money without a struggle. They are defending the suits on the ground that the stock was sold to them under false pretenses. Under the law, if it was, they have a right to cancel their subscription as soon as they find it out, and cannot be held liable for the balance. But it is a slender thread to hang a defense upon, and before the courts will absolve a stock subscriber on account of such a defense, the false pretense must be proven very clearly. No amount of exaggeration as to what the scheme is likely to do amounts to false pretense. The law holds that this is a mere prediction, which everybody knows must of necessity be only a prediction.

When a scheme like this is put up to you, there are two things to watch. It is always safer in the first place to refuse to join it at all unless it is incorporated. So long as it is incorporated, the members are personally liable for its debts if anything happens. The fact that it is "going to be incorporated" is not enough, or that an "application has been made for a charter." Better wait until the charter has been granted. That safeguards one thing. The other thing is to remember that where you buy the stock on installments, which is the usual way, you can be compelled to fully pay for all you subscribe for, whether the corporation meanwhile goes to pieces or not. Don't think for a moment that if anything happens to the concern, you can stop your payments, and will only be out the few payments made up to that time. As I have shown, if the company is insolvent, you will have to pay every cent of the balance you owe, if any creditor is shrewd enough to get after you. I figured in a case precisely of this sort recently, in which a stockholder who had signed a stock subscription "merely as a matter of form," had paid only a small amount on his stock when the company collapsed. "Just as a matter of form," he had subscribed for about \$4,000 worth of stock. Some of the creditors of the corporation entered suit to compel him to pay the balance. He put up a fierce defense, but in the

(Continued on page 24)

The Premium and Bonus Wage Plans and How They Work

TWO OF THE MOST SUCCESSFUL WAGE PLANS NOW IN OPERATION BOTH OF WHICH HAVE RESULTED IN GREATER EFFICIENCY AND A MORE EQUITABLE DIVISION OF PROFITS BETWEEN EMPLOYER AND EMPLOYEE. ONE OF A SERIES OF ARTICLES ON EFFICIENT COST KEEPING BY A. M. BURROUGHS

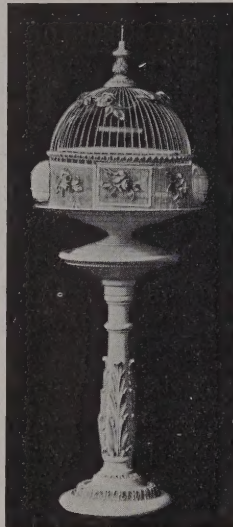
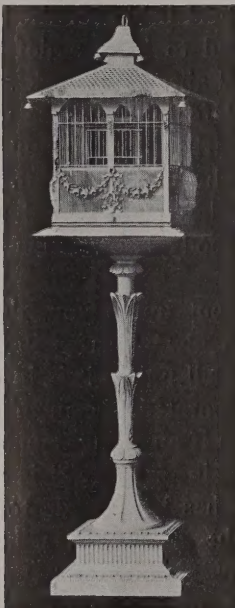
ONE of the most successful wage plans in actual operation, is known as the Premium Plan. This plan is described by Mr. F. A. Halsey, its inventor, in a paper read before the American Society of Mechanical Engineers in 1891: A standard is fixed, based upon the quickest time in which a job has been done. If a workman does the same job in a shorter time, he received the regular hour rate for the time he worked on the job, and in addition, a premium for having worked faster, consisting of from $\frac{1}{4}$ to $\frac{1}{2}$ the

would have been paid for work done in the remaining hour. If this division is not on the 50 per cent. basis, the workman will get \$2.34, plus 13 cents (or $\frac{1}{2}$ of 26 cents) or \$2.47. Then he has another hour to work during which time he can earn more. If he saves two hours, he will receive 26 cents an hour for the eight hours, which will amount to \$2.08, and get one-half of the two remaining hours' wages, which, on the half-and-half basis, amounts to 26 cents. In this case he has two hours more during that day in which to earn an additional wage; and even if he earns no additional premium during these two hours, he will at least get the regular rate of 26 cents per hour, or 52 cents in all.

So for the day of 10 hours' work under these conditions, he will earn \$2.08 pay for eight hours, plus 26 cents bonus for saving two hours, plus 52 cents additional wage earned in the two hours, or \$2.86 in all.

Thus the workman's superior skill and speed have earned him more money while the employer has obtained a greater number of parts at a lower final cost for a part. This plan has also the advantage of inspiring the men with an ambition to exert themselves to their full capacity, and at the same time it automatically remunerates them according to their ability.

In the Piece Work Plan the employee gets the bene-
(Continued on page 26.)



No. 17—Seldom has a more acceptable article than these bird cages de luxe been placed on the market. Accurate in design and finished in a rich old ivory with garlands of Dresden buds, they are exceedingly fascinating.

difference between the wages earned and the wages originally paid when the job was done in standard time.

In addition, a minimum wage is incorporated in this plan, which assures the workman of a certain amount of pay in case he fails to save time on account of accidents, etc.

It can best be illustrated by an example: Suppose a man is working ten hours a day at the rate of 26 cents an hour. At this rate, he will earn \$2.60 a day. Under the premium plan, if he cuts down the time on a job from ten hours to nine hours, he receives 26 cents an hour for those nine hours, which is \$2.34, and a certain percentage of the wage that he



No. 18—In portraying the sea and sky, particularly, the artists of the pottery which produced the above plate lead all others. This plate is one of a large collection on display in New York.

A New Wrinkle in Show Windows

HOW GOODS MAY BE SHOWN BEHIND GLASS, MINUS THOSE OBJECTIONABLE REFLECTIONS SO OFTEN PRESENT—THE MEANS ADOPTED TO ATTAIN THIS END

THERE has been perfected, recently, a new type of show window that will prove of decided interest to all merchants in general, and to those wise few in particular who realize the essential advantages of good display. The new window is curved in form, and it does away with all reflections. That is its particular merit. The old flat glass window, in strong light, casts many reflections from nearby buildings, passing pedestrians, vehicles and the like, and all of these combine to obscure a clear view of the goods on display. Such a condition is annoying, for not only does it diminish the efficiency intrinsically of the window, but it prevents the observer from seeing the goods to the best advantage.

The new window obviates these disadvantages. Its construction is simple, for it consists of a sheet of plate glass bent to such a curve as will reflect exterior rays downward to the inner non-reflecting surface of a barrier. The barrier, which is in the same plane as the upper section of the window glass, extends up from the sidewalk about two and a half feet. It has behind it that part of the glass which is curved and also proper facilities needed for drainage. The curved part of the glass is about seven feet high with the plain flat glass above it, and the focus of its rays are directed to the blackened sides of the barrier which, of course, casts no reflection.

The accompanying illustrations show in a marked manner the advantages of the curved glass store window over the old flat glass variety. In the one case the display is almost completely obscured by the reflections of the stores and buildings across the street, and whatever other objects may be present at the time. In the curved or "shadow-box" window, as it is called, the display is remarkably distinct.

Naturally this new type of show window is more



A display featured in the new curved glass or "shadow-Box" window. The goods in the window and the store beyond are clearly discernable. Note the reflection on the flat glass above.

expensive than the ordinary flat glass variety, but in the exclusive shop catering to the highest class of trade its merits as a sales promoter more than offset its additional cost. Then, too, its newness is an item in its favor, for passerbys are always led by curiosity to inspect the novel.

It may be interesting to state that the "shadow-box" window gives the appearance of missing glass, so clear is the view through it.

In the near future, we venture to predict, the shadow-box window, with its clear, accentuated display, will be used extensively in the better class of stores, naturally, and those who are alert will avail themselves of this advance tip. Showing goods successfully is now more than half of the "merchandise game," and anything that contributes to this end is of more than passing import to the modern storekeeper.



The ordinary flat glass show window. Note how the display is obscured by reflections.

POTTERY AND GLASS

GLASS AND POTTERY WORLD

WITH WHICH IS COMBINED
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CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
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CREATING
A DEMAND.

ELSEWHERE in this number we print an interesting and practical article on the subject of white china. And

the article is doubly valuable in that it offers a number of suggestions which the average buyer may utilize in his own department.

White china is, of course, in one sense of the word, a luxury; but there is no reason of weight why a luxury cannot be featured profitably in a commercial department. Not all staples, it might be remarked in passing are "money makers," and a good luxury cleverly advertised and displayed frequently develops from a "side line" into a "leader."

The point to remember is this: the public always follows. And if there is no craze or fashion ready made for them to adopt and follow, they wait until somebody invents one. And the pottery and glass dealer can profitably create a vogue for china painting (and decoration) just as easily as not. Unthinkable, you say?

There was no fad for the Dolly Varden hat until a single theatrical production foisted the style on a willing public.

There was no Thanksgiving day, until a few New England farmers gathered together to give praise for their abundance—and now the day is National.

There was no demand for the insignificant wooden toothpick, until the inventor created one by travelling extensively and asking for toothpicks in every hotel he entered.

There was no demand for tobacco, until an English sea-rover sang its praises.

There was no call for the paintings of Turner, until a great critic pointed out their beauties.

And we might go on and add to this list *ad infinitum*.

In all cases somebody started something, and the ever ready public stepped in line and followed.

And there never will be a demand for white china in your section until you, or somebody else, starts one.

And it might as well be you.

Think the matter over. Figure out the ways and means by which or through which you can develop a white china interest in your community. Get in touch with some pottery and make arrangements with them to "fire" all ware sent to them from your town. Or, if you have the conveniences, install a small kiln yourself. In any event advertise your arrangements, and plan an attractive display.

It is certainly something worth trying.

A TALE OF TWO STORES—A MORAL

HERE is a certain town which the writer visited a short time ago. It is located in a prosperous district, fairly representative of the state. There are several stores, of which two stand out prominently by reason of the size of their stocks.

Both are well arranged with modern fixtures; they are clean and sanitary; the stocks are kept fresh and up to date, and, as far as outward appearances go, each should be doing as good a business as the other.

The owner of one of them said his business was increasing right along; that collections were good; that he felt optimistic in regard to the retail trade in his vicinity and was in general an enthusiast.

The other merchant, however, had a long tale of woe to tell. His trade so far this year has been less than it was a year ago; his collections were poor; he felt that the retail mail order houses were getting the upper hand and he was much discouraged with the outlook.

Why the difference in opinion? Simply this:

The first merchant is a consistent and persistent advertiser. He goes after business with a vim. He never lays down, but is up and doing all the time. He offers to meet the prices made by his out-of-town competitors. He is getting the business.

The second man, however, is not much of an advertiser. When plans for increasing trade were outlined to him—plans that are being used successfully in other towns—he said they might be all right, but it was his experience that people would not respond to appeals from the local merchant, and would rather send away—"besides, I haven't time for that sort of thing."

The moral to this true story is obvious and need not be pointed out.

No matter whether you need the goods or not, do not buy more of them than you can pay for. Because there is a long dating on a bill is no sign that it will not come due just the same and have to be paid.

Technical Facts and Figures

AN INTERESTING DEPARTMENT OF TIMELY COMMENTS ON SUBJECTS OF PARTICULAR INTEREST TO THE POTTERY AND GLASS TRADE

LEADLESS GLAZES

THE fact that the lead question is never allowed to rest, and that the possibility of preparing readily fusible glazes without the use of lead oxide, is finding repeated expression, indicates the comprehensive and well-directed research going on in connection with ceramics, writes J. Dorfner in "Spreschaal." Quite apart from the hygienic side of the question, one set of workers seems desirous of demonstrating that the use of leadless glazes is not attended with any theoretical impediments; whereas others, in view of repeated failures, are naturally inclined to keep to the accustomed methods, unless some really brilliant experimental successes can be adduced to guarantee that leadless glazes can be employed without trouble and more profitable than the older types.

The experiments with leadless glazes set forth below were conducted by the author personally in his own works, under practical conditions. Over four years ago, at the request of Dr. Pukall, he fired a number of leadless glazes in the works kiln; but most of them turned out dull, and were covered with a dirty white, filmy coating. On consultation with Dr. Pukall, the latter attributed the cause to the presence of sulphates, that is to say, to the way in which the firing was conducted. The question was cleared up by accident. Owing to the lack of a fritting furnace, the glazes had to be fritted in the stoneware kiln, the fritt materials being placed in an unbaked stone ware pot, enclosed in a saggar. Under these conditions, the fused fritts could be easily and thoroughly separated from adhering sherds, and in the case of very fusible fritts the pots were first coated inside with thin kaolin slip. The fritts fused, in all cases, to a clear, perfectly transparent cake, the surface of which was mostly covered with a dirty white, apoque layer, full of bubbles, and easy recognizable as sandiver. The pots always became coated with a clear, shiny mass of glaze, up to a height of about 4 in., due to the boiling up of the fritt. These phenomena demonstrated the effect of the reducing kiln gases, as has been set forth by Pukall and Berge, and since the amount of alkali—or alkaline—earth sulphates present in the thin coating of glaze inside the pots was necessarily very small, the reducing effect of the kiln atmosphere was sufficient to destroy any dull superficial layer formed, or even to prevent its formulation. The conditions were different with regard to the white-grey layer covering the surface of the fritted cakes, the amount of sandiver collecting thereon during the

fusing process being too great for destruction by the reducing atmosphere. This conception was fully confirmed by repeated experiments, for, by placing the crucible in the vicinity of the fire, where the reducing action of the gases is most powerful, it was found possible to obtain the fritts with a perfectly clear, transparent surface.

Since the conditions of experiment employed in the author's researches, had a considerable influence in the favorable result, they may be briefly mentioned. The glazes were fired on sherds very rich in clay, the body being prepared, mixing definite volumes of stone ware clay with fine kaolin; but, owing to the defective method of preparation, the biscuit firing had to be carried out with great care. The baking temperature of the mass was Seger cone 8-9. The glaze used contained lead, corresponding in composition to the Seger formula: 2.473 SiO_2 , 0.391 B_2O_3 , 0.296 Al_2O_3 , 0.421, PbO , 0.108 CaO , 0.235 Na_2O , 0.236 K_2O ; and was melted on at the temperature of Seger cone 010-07, according to the position in the kiln.

The finishing kiln, with reverberatory flame, had a cubical capacity of about 1,759 cubic feet, and though ill adapted to meet modern requirements, proved really ideal for experiments with leadless glazes. The grate surface being much too small in comparison with the kiln capacity, the coaling had to be performed at progressively shorter intervals as the kiln temperature increased, and the fire required frequent slicing, in order to keep the fuel from baking and the grate from becoming choked with clinker. In this way, a powerful reducing stage was created about every 10 to 15 minutes—a condition of great importance, and indeed, essentiality, for the fusing of the leadless glazes.

The endeavors to produce a leadless stone ware glaze, to be fired at cone 010-07, were performed with the fundamental idea that the only way in which the stone ware industry could be really assisted to a solution of the problem was for the new glaze to be reliable in action, and at the same time no dearer than a good lead glaze. Though at first a small proportion of tin oxide was thought essential to lower the fusibility of the glaze, it was ascertained that this expensive ingredient was superfluous, and, therefore, in the later trials, the materials used were confined to such as are abundantly available at low prices. MgO was used in the form of Coswig dolomite. The experiments were conducted during a period of nearly two years, so that most of the glazes could be tested over one hundred times each.

The following recipes were found to be particularly

POTTERY AND GLASS

suitable for use, and to give favorable results in all cases. The details of the main charges alone are given, since no practical potter will find any difficulty in calculating the corresponding frits, &c:

(1) 2.50 SiO_2 , 0.255 Al_2O_3 , 0.500 B_2O_3 , 0.375 CaO , 0.175 MgO , 0.250 Na_2O , 0.125 K_2O , 0.075 ZnO . Composition: Felspar 69.50 parts (by weight), Zettlitz kaolin 30.55, quartz 89.40, crystallized borax 95.50, dolomite 35.00, marble 16.20, zinc oxide 6.10; total, 342.24 parts.

(2) 2.20 SiO_2 , 0.23 Al_2O_3 , 0.40 B_2O_3 , 0.40 CaO , 0.10 MgO , 0.40 Na_2O , 0.10 K_2O . Composition: Felspar 55.6 parts, Zettlitz kaolin 30.5, quartz 80.4, crystallized borax 76.5, calcined soda 21.2, dolomite 20.0, marble 28.4, total 312.5 parts.

(3) 2.02 SiO_2 , 0.21 Al_2O_3 , 0.40 B_2O_3 , 0.40 CaO , 0.20 MgO , 0.30 Na_2O , 0.10 K_2O . Composition: Felspar 55.6 parts, Zettlitz kaolin 28.4, quartz 72.0, crystallized borax 76.4, calcined soda 10.6, dolomite 40.0, marble 16.8; total 299.8 parts.

(4) 2.52 SiO_2 , 0.393 Al_2O_3 , 0.482 B_2O_3 , 0.339 CaO , 0.468 Na_2O , 0.193 K_2O . Composition: Felspar 102.3 parts, Zettlitz kaolin 51.6, quartz 57.7, crystallized borax 92.1, calcined soda 24.1, marble 33.9; total 361.7 parts.

(5) 2.447 SiO_2 , 0.305 Al_2O_3 , 0.438 B_2O_3 , 0.399 CaO , 0.055 MgO , 0.145 K_2O , 0.401 Na_2O . Composition: Felspar 80.6 parts, Zettlitz kaolin 41.3, quartz 75.4, crystallized borax 83.7, calcined soda, 19.3, dolomite 11.0, marble 33.5; total 344.8 parts.

(6) 2.245 SiO_2 , 0.292 Al_2O_3 , 0.439 B_2O_3 , 0.372 CaO , 0.112 MgO , 0.375 Na_2O , 0.141 K_2O . Composition: Felspar 78.4 parts, Zettlitz kaolin 39.0, quartz 65.8, crystallized borax 83.3, calcined soda 16.6, dolomite 22.4, marble 24.2; total 329.7 parts.

As can be seen from the Seger formulæ, the composition of the glazes—apart from the complete exclusion of lead oxide—does not differ from the ordinary standard for stone ware glazes. All the recipes fall within the limits of Pukall's type: 2-4 SaO_2 : 0-0.5 B_2O_3 , 0.1-0.4 R_2O_3 ; RO. The limit of 0.5 mol. of boric acid was not exceeded in any case, in spite of the entire absence of lead oxide. A remarkable feature is the high proportion of alumina. With the sole exception of No. 1, the RO consists exclusively of alkalis and alkaline earths in varying proportions. As already mentioned, the expensive ingredient tin oxide can be omitted without prejudice to the results.

The above glazes fused perfectly clear and transparent without any alteration of the fire management, the frequent powerful reducing stages caused by the construction of the kiln being quite sufficient to prevent or destroy the formation of a dull stratum of sulphates.

Notwithstanding the very high percentage of alkali in some of the glazes, they all fused without crazing, even on the highly aluminous sherds used, provided

the latter had been sufficiently well baked beforehand. As in the case of plumbiferous stone ware glazes, so also with the leadless ones, the result of the biscuit firing of the ware is of considerable importance to the fusion of the glazes without crazing, and, in fact, is often more so than the constitution of the RO ingredients.

Again, not the slightest drawback could be discovered in the underglaze colors. Even in the most delicate shades the effect of the pigments was fully brought out, the pink, in particular, developing into an exceedingly powerful red.

As already mentioned above, all the glazes were relatively high in alumina. In the earlier experiments, glazes with a very high gloss were obtained, but they all exhibited the defect like tin glazes of more or less opacity, thus masking the underglaze colors. It was only by increasing the alumina, without otherwise altering the composition that the milky opalescence could be eliminated and perfectly transparent glazes obtained.

It appears, therefore, that the success of leadless glaze depends not so greatly on the molecular composition, but primarily on the method of firing alone. A comparison of the above glazes with those of Dr. Berge shows clearly that the composition may vary



Two very interesting pieces of Danish sculptured porcelain. The rich colorings and natural poses of these statuettes are characteristic of the work of the Danish artists which compares favorably with the best produced in England, France and Germany within the past few years. A large display of this ware is maintained the year round in the New York market.

to a very considerable extent. And if the firing process be conducted with the necessary precautions, so as to produce a sufficiently powerful reducing stage at the beginning of the fusion process, there should be little trouble in overcoming any technical difficulties arising in practice, and in gradually abolishing the use of lead oxide in the stone ware industry.



Business and Personal Items About Prominent People in the Different Branches of the Trade

DAY.—Fred C. Day, for some time past connected with the china and glass department of the Montgomery Fair, a department store of Montgomery, Ala., severed his connection with that concern on April 10 and has engaged with D. H. Holmes & Co., New Orleans, La.

CLARKSON.—T. A. Clarkson is buying the glassware for the recently installed cut and pressed crystal department of Lord & Taylor, New York. The department is under the supervision of J. E. Marsden, of the Liberty Cut Glass Works.

NOE.—William R. Noe, of William R. Noe & Sons, New York, is vacationing at Pasadena, Cal., where he expects to remain for at least two months.

GRAHAM.—W. P. Graham, head of the importing firm of Graham & Zenger, New York, sailed aboard the steamship Rotterdam for Holland Tuesday, March 30. Mr. Graham's visit to the war zone is to gain first hand information regarding shipment of his goods.

CLARK.—W. L. Clark, until recently head of the china and glass department of D. H. Holmes & Co., New Orleans, La., and for many years a European buyer, was one of the board of appraisers selected by the receivers to go over the stock of Higgins & Seiter, New York.

KOPPERMANN.—A. Koppermann has engaged with the J. D. Bergen Co., Meriden, Conn., and will show their line of cut glass and silver mounted specialties through South America, a territory over which he is thoroughly familiar.

BUSCOMBE.—George Buscombe, head of the Vancouver, B. C., firm of F. Buscombe Company, has been appointed Western Canada inspector for the big Montreal china and glass house of Cassidy, Ltd. The firm operates a chain of wholesale crockery stores from the Atlantic to the Pacific, and Mr. Buscombe will watch over the branches from Vancouver Island to Lake Superior.

VAN BUSKIRK.—E. L. Van Buskirk, salesmanager of Morimura Bros., Japanese importers, New York, accompanied by his wife and daughter, is en route for Japan via San Francisco on a visit to the companies' factories. Prior to sailing they will spend a few days visiting the Panama-Pacific Exposition.

ANDERSON.—M. J. Anderson has succeeded Robert Yarwood as assistant house furnishing buyer under T. F. Stackpole, manager of the china, glass and house furnishing departments of J. B. Greenhut & Co., New York.

MARSDEN.—J. E. Marsden, president of the Liberty Cut Glass Works, accompanied by his family, left last week for an extended vacation on the Pacific Coast. The party will spend some time at the Panama-Pacific Exposition and expect to be away about two months.

KUTOMI.—S. Kutomi, with Mogi, Momoni & Co., New York, is now well on his way to Japan. He will visit the various factories of the company and is expected back in about three months.

TAYLOR.—Homer J. Taylor, president of the Knowles, Taylor & Knowles Pottery Co., East Liverpool, O., spent several days during the past week conferring with E. W. Hammond, the New York representative of the pottery.

TOUHILL.—Ed. J. Touhill is now traveling the Middle West with the lines of the Colonial Pottery Co. He was formerly associated with L. Straus & Sons, New York.

JACQUES.—Charles A. Jacques, for many years manager of the clock department of Bawo & Dotter, Ltd., has been continued in charge of the department which was recently taken over by George Borgfeldt & Co. H. Somborn, his assistant, will also be retained by the Borgfeldt organization.

PAGE.—Frank Page has engaged with H. P. & H. F. Hunt, Boston, and will cover a part of New England

for them. He was formerly connected with Shepard, Norwell & Co.

FOX.—Frank J. Fox has engaged with A. Dembitz & Co., lamp shade manufacturers, New York, to cover the Metropolitan district. He was formerly with Will & Baumer Co.

ECKERS.—Edward Eckers, recently with the Art China Import Co., New York, and previous to that for many years associated with Fensterer & Ruhe in a selling capacity, has engaged with Bates & Ledden, New York, and is now showing their lines through Long Island, part of New York State and New Jersey.

SCHULLER.—Charles Schuller has engaged with Lazarus & Rosenfeld, New York, and will manage their recently added cut glass department. Mr. Schuller is a cut glass man of wide experience, both in the selling and producing end, and for some time past occupied a similar position with Bawo & Dotter, Ltd.

ECKLAND.—O. W. Eckland, vice-president and general manager of the Central Cut Glass Company, Chicago, Ill., has thoroughly recovered his health and is again back on the job in good shape.

Among the Trade

Short Notes of Interest Gathered Around the China and Glass District

THE Niagara Cut Glass Company, Buffalo, N. Y., have announced their retirement from business and are offering their entire stock of cut glass specialties for sale. The company has been manufacturing cut glass in their present quarters for the past ten years. The business will be discontinued on May 1.

* * *

The Fifth Avenue showroom of the Weintraub Brass Mfg. Co. will be discontinued, and after May 1 the sales force will operate from the factory at 27 Bleecker Street, New York. The company opened the uptown office a year or so ago.

* * *

L. Barth & Son, New York, were the successful bidders for the dining-room china and glassware service of the new Banker's Club, to be opened within the next few months in the new Equitable Building. Lenox china was selected for the dining-room, while Royal Copenhagen ware will be used in the grill.

* * *

Malone & Nicholson, New York, have taken the representation in New York State and New England for the cut lighting glassware line manufactured by the Universal Cut Glass Co., Wilksburg, Pa.

On or about May 1, Fensterer & Ruhe, importers of china, glass, fancy goods and lighting specialties, located for many years at 47 Murray Street, New York, will move into new quarters at 37 and 39 Murray Street, where they will occupy the upper three floors. The offices and salesroom will be located on the second floor.

* * *

The Pairpoint Corporation are preparing to move into their new quarters uptown within the next two weeks. They have leased the sixth floor of 43 West Twenty-third Street, New York, and will install every modern convenience for the display and sale of their lines of cut glass, Sheffield silverware and lamps.

* * *

The glassware lines of S. Reich & Co., Vienna, formerly shown in America and Canada by the late Henry Endemann, have been taken over by Fensterer & Ruhe, New York, who will give the line a good display in their new quarters, 37 Murray Street.

* * *

The Phoenix Glass Company, for years past located on Murray Street, New York, have decided to join the uptown china and lamp colony, and on May 1 will remove to new quarters in the Victoria Building, 230 Fifth Avenue, New York. This is one of the most modern office buildings in the city, and is situated on the southwest corner of Fifth Avenue and Twenty-sixth Street, running through to Broadway. The new Phoenix showrooms will be located on the sixth floor, where they will have three thousand square feet at their disposal.

* * *

The Saul Manufacturing Company, a recently organized selling company, have opened showrooms at 286 Fifth Avenue, New York, where they will show an extensive line of lamps, lighting specialties and novelties. The firm is composed of Henry Saul, formerly Northwestern traveler for Bawo & Dotter, Ltd., and Albert Rehberger, formerly manager of the Bawo & Dotter lamp department.

* * *

The stock and fixtures of the bankrupt Art China Import Co., West Thirty-sixth Street, New York, were sold at public auction on Wednesday of last week, the score or more of jobbers who attended securing rare bargains in imported white china and optical crystalware. M. T. Wynne, a dealer in white china and decorators' materials, bought in considerable quantities. The business of the company has been taken over by a new concern headed by A. O. Whitney, former treasurer of the Art China Import Co. They will do a retail business exclusively at 10 West Forty-sixth Street. The new company has a capital stock of \$50,000, and besides Mr. A. O. Whitney, Ada L. Whitney and W. J. Elliott are interested in it.

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them



THE Buffalo Manufacturing Co. are showing a nickle-plated tea-pot cover with an aluminum tea-ball attached, on a line of jet pots of domestic manufacture. The cover is interlocking and remains perfectly rigid no matter in what position the tea-pot is held. A half turn releases it. The tea-ball is suspended on an aluminum chain and when the tea has been brewed to its required strength it can be withdrawn into the cover. They are also showing a number of new ideas in casseroles containers that are attractive.

* * *

John Nixon is showing a number of exceedingly attractive candle-sticks from the Fostoria Glass Company factory. They are designed to meet the present vogue for Colonial furnishings and are decorated in classic and floral deep plate etched designs. He is also showing a new rose bowl in the American pattern recently brought out by this factory, the feature of which is the perforated glass top into which the

short-stemmed roses set. Among the finer lines of glassware shown at this salesroom is a new line of stemware called the "Garland" pattern. This is a plate etched design after the classic style of the Adam brothers. Several large pieces such as punch bowls, jugs, comports, etc., are also shown in this decoration.

* * *

An exceptionally fine line of lemonade and iced tea sets are being displayed in the salesroom of Fred. Skelton, and one that merits the attention of the trade is an iced tea set consisting of a tea pot, six handled glasses and a sliced lemon dish decorated with an etched design. A well designed lemonade set with cut beaded top, cut star bottom and a delightful deep plate etched design, is also receiving considerable attention from the trade.

* * *

The spring and summer season with their lawn and



No. 19.—The art of the Chinese and Japanese potter remains to-day at practically the same high standard of excellence it attained years ago but modern commercial methods have brought these beautiful porcelains within the reach of every dealer. Those illustrated above are from the line of a prominent New York importer whose experts continually scour the Orient in search of the best porcelains obtainable.

POTTERY AND GLASS

porch social gatherings offer the dealer an opportunity to push the sale of many articles, among them being the service tray. A particularly good tray for summer purposes is being shown by E. R. Thieler. It is of German manufacture with an inlaid stoneware center and bound with bleached rattan. This combination makes an extremely serviceable tray. They are carried in stock.

* * *

The new line of flower vases recently put on the market by the MacBeth Evans Glass Company and shown in the local market by Bates & Leddan, were introduced just in time to get in on the Easter flower trade. The line consists of a variety of shapes in four colors; topaz, ruby or coral, emerald and crystal, with a cut decoration in floral and conventional patterns. They have good retailing possibilities and must be seen to be appreciated.

* * *

The Camden City Cut Glass Company have sent A. P. Doctor, their selling representative, an exceptionally strong line of cut glass specials for the spring season that are most attractively priced. The prize of the assortment is a small handled flower basket with cut floral design and scalloped edge that can be retailed at ten cents. Other pieces in the collection are a sugar and cream, vinegar and oil, six inch comport, sherbrets, and a cheese and cracker dish. This line comes in open stock patterns and besides the above includes a complete assortment of stemware, tableware and fancy pieces.

* * *

The "Safewhite" line of decorated bird cages recently placed on the market by A. H. Notmann & Co., New York, have created considerable comment in china and glassware circles, for besides their great decorative qualities they have proven an exceptionally strong selling article. The creation of high-class goods of this nature is always appreciated by the progressive dealer, as it draws the better class of trade into the store and paves the way for future sales on the regular merchandise. A particularly strong feature of this bird cage line is that it is a staple article, and not a fad of the moment. The dealer can buy with the assurance that his goods will bring just as good a price in the spring as in the fall of the year. Old Ivory, and black and white finishes may be had, the garlands of flowers are in soft Dresden colorings that fascinate. A variety of styles in hanging, floor and table cages are shown.

* * *

The Knowles, Taylor & Knowles Pottery Company's line of dinnerware shown at the salesrooms of E. W. Hammond & Co., is replete with attractive patterns. Border decorations in combination with gold stripes and handles are shown in a number of combinations. An Indian Tree, and an Old Chinese, are two espe-

cially interesting patterns. The former is reproduced in the beautiful old colorings of this popular design, while the latter will, no doubt, continue to prove a big seller among the class of trade that appreciates a real artistic pattern. The Chinese blues so popular in modern furnishing schemes predominates in this pretty pattern.

* * *

J. J. Hines continues to show his French dinnerware and fancy china and Austrian cut glass specialties without violating the neutrality of the nation. In addition to these two lines he is now branching out in the metal goods line and is showing an assortment of specialties in bathroom accessories, household specialties, etc., for the house furnishing and syndicate store trade. A line of marble busts of domestic manufacture have also been placed on display.

* * *

The demand for white china for decorating purposes, by both the amateur and professional decorators, has been far reaching since the war shut off some factories, and Vogt & Dose, importers of French white china, have been kept busy filling the orders



No. 20. The decorated porcelain perfume burner, mounted on bronze, is one of the very good novelties shown this season. They are of French manufacture and some are very elaborate in design. To operate these burners, a quantity of essence of perfume is poured into the vase, and through the heat of the electric bulb inside, the perfume evaporates and diffuses the odor throughout the apartment. They are the very latest hit in the novelty line and are very much in demand among the high-class trade. They range in price from \$2.50 up to \$11.75, complete with bulb and wire.

of dealers throughout the country. In this particular they have been very fortunate, for, besides an immense stock of the staple and fancy shapes carried in New York, they have been getting their import orders through in a remarkably short time, the war in no

POTTERY AND GLASS

way interfering with their production. The realization on the part of department store proprietors and exclusive china shop managers of the advantages and profits accruing from a well-managed china studio is also responsible for a great number of new accounts for this house, the high-grade body of their china and distinctiveness of their shapes appealing to the decorating trade throughout the country. Their entire line is catalogued, and in this way the studio managers are able to reorder for filling purposes at any time.

* * *

The "Octagon" is a new dinnerware shape in Royal Doulton earthenware, that is new only for the present day, for its design is copied from an old set made sometime in the eighteenth century. It is selling remarkably well and W. S. Pitcairn speaks of it as one of the most successful patterns sent over from the Royal Doulton potteries in sometime. Other good designs are also in evidence in this line, reproduced from originals now only seen in rare museum collections.

* * *

The E. W. Hammond Co., New York, have secured the line of aluminum specialties manufactured by the National Aluminum Works, Elmira, N. Y., and will show them in connection with their lines of china, glass and lamps in the Metropolitan district.

LITTLE PARAGRAPHS THAT WILL HELP THE DEALER

It is not your advertising but what the people find behind your advertising that will give your store its reputation.

A good trade paper is not read for amusement but for instruction—for business. The intelligent merchant scans its columns closely to see what is new in his business.

Bright colors have much the same effect upon the eye that bright music has upon the ear. Both cheer up. Brighten up your store all you can. It makes it easier to sell goods.

Don't be afraid to look the figures of your business squarely in the eye. Do it often because if there is any place where ignorance is not of bliss it is in the business.

The store that makes the most money is the one that makes a lot of sales even if the profit is small, rather than the one that makes an occasional big profit sale.

It takes salesmanship to stick to a customer until a sale is completed, and it takes salesmanship to know when to let the customer go rather than to unduly ruffle his state of mind.



The variety of the stock carried in the china, glass and lamp department of J. Goldsmith & Sons Co., Memphis, Tenn., is shown in the above illustration. Domestic and imported china and earthenware of every description are shown in great variety. The cut glass display shows the very latest cuttings, the whole stock being practically the same as found in the average large department store of the North.

News from the Potteries

GOVERNMENT DATA OPEN TO POTTERS FOR COMPARISON

WASHINGTON, D. C.—The Bureau of Foreign and Domestic Commerce of the Department of Commerce in a recent issue of the *Daily Commerce Reports* met the criticism made upon the recently issued Pottery reports with the following statement, in which a willingness to co-operate in every way with the American potter is evident:

"Statements have appeared from time to time in various papers relative to the report of the Bureau of Foreign and Domestic Commerce on the pottery industry, alleged to come from parties claiming to represent the Potters' Association, charging that the figures of cost in the report on the pottery industry have been twisted and distorted. These statements seem to have been made, however, prior to the issuance of the full report containing the facts in detail. In order that the fullest light may be thrown upon this matter, opportunity will be afforded to any potter who desires to take advantage of it to come in person or to send his representative to the Bureau of Foreign and Domestic Commerce, and there go over the data relating to his own plant with the agents who worked upon it and with the commercial agent in charge of the inquiry, in order that he may thereby see that from the data the figures printed in the report were correctly computed and derived.

"Copies of the final schedules and wage data for large plants have already been furnished to operating patters in accord with the above.

"The Bureau will welcome visitors who desire to accept the above invitation."

* * *

Alliance, O.—It is not practically certain that the proposed pottery plant will become a reality in the near future. The committee of the Board of Trade have met with the promoters and made all the preliminary arrangements. The plant will cost approximately \$450,000, of which amount the pottery manufacturer will put up \$225,000, the remainder to be raised by the local Board of Trade. The plant will require at least twelve acres of land, to be bought out of the capital invested. It will be a thirty kiln plant and employ 1,100 skilled pottery men.

* * *

Sebring, O.—The payroll of the Sebring pottery the latter part of March was the largest in the history of the plant. It was 25 per cent greater than for the same

period in 1914, a fair index to the present business condition of the town. The Sebring Pottery was the second pottery plant to be built in Sebring, and from the day it started operations, it is stated, they have never had a shut down nor has the force ever been materially reduced. This is a remarkable record.

Law For the Buyer and the Seller

(Continued from page 13)

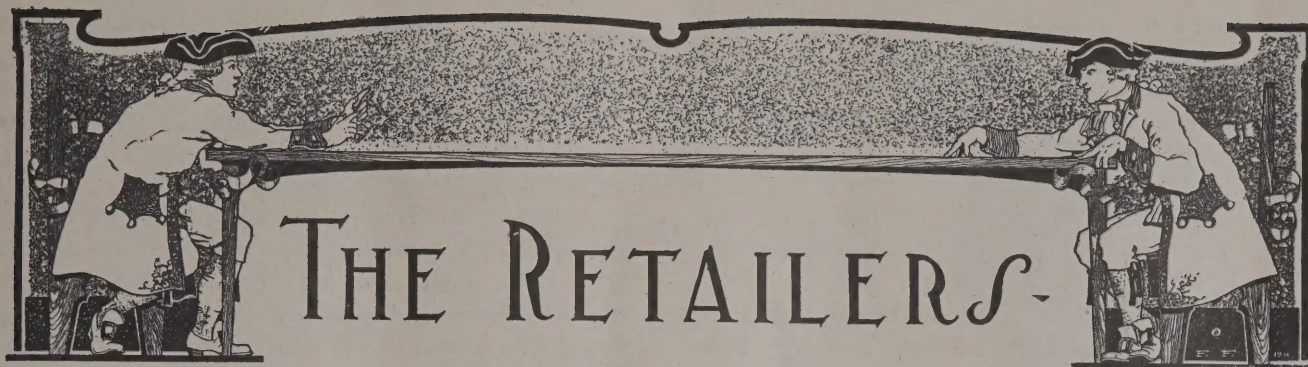
end he decided to settle, rather than go further to final decree, and the settlement cost him \$1,000, which he had had no more idea of having to pay than I had. His mistake was in subscribing for such a large block of stock to begin with, and later in not—in his own interest—settling all of the claims of the corporation, which he could have done for a very small sum when it became bankrupt. (Copyright, March, 1915.)

WHAT DOES THE "CLEARANCE SALE" MEAN TO YOU?

DOES it mean to you just the clearing of your shelves for new stock? The disposal of things now antiquated or threatening to become so in the near future? The turning over of so much cash? Commencing anew with a better selection of stock? Increasing the radius of patronage? It may mean all of these. But if it does not have a deeper significance the "Clearance Sale" has fallen short of its mission.

Turning over an investment, getting rid of undesirable stock, is not an advantage unless you can make the buyer see that this advantage is in part extended to him. Making him think that you are giving a special inducement which he proves to his own satisfaction later is false, is bound to react disastrously.

Every new purchase should serve as a nucleus around which to center other improvements. Let your sales foster this idea. Make them such that the buyer will want more like them. That she will be proud of her purchase and strive to build up the entire surroundings in unison. The fancy china given at a special price should serve as an incentive toward the gathering of other pieces of china to match. The tumblers are not well sold unless you gain through this sale the determination of the purchaser to eventually own a jug of the same style. Clearance bargains which do not carry with them the Oliver Twist longing for "More" are not bargains for either seller or buyer.



Notes About New Firms Entering the Pottery and Glass Field and Changes in Old Concerns

RECEIVERS NAMED FOR J. B. GREENHUT & CO.

AS the result of an equity suit brought against the J. B. Greenhut Co., New York, by the Monmouth Securities Co., Judge Learned Hand in the U. S. District Court appointed Walter C. Noyes and William A. Marble receivers for the "Big Store." The suit of the Securities Company is based on claims for over \$200,000 for loans, all of which are said to be due and unpaid.

The receivership for the Greenhut Company was a trade surprise and came just one day after the announcement that the Simpson-Crawford Corporation had decided to liquidate their business. The suit in equity is said to be a friendly one, as the Monmouth Securities Company, a New Jersey corporation, is controlled by the Greenhut interests, and is said to hold a large proportion of the bonds of the J. B. Greenhut Company.

The proceedings, it was said, were started merely to protect the assets and to insure the continuance of the business, which, it was asserted, was satisfactory from the strictly commercial point of view. Consequently it was hoped that after a period of reorganization the business would continue in as flourishing a manner as ever.

Several petitions in bankruptcy have been filed against the company, and the merchandise creditors have appointed a protective committee of seven and the Central Committee of Trade Associations, which was active in the Henry Siegel and Claffin failures, came into existence again.

It is proposed by the creditors' committees to examine the insiders in the Greenhut Company under oath and to have an independent examination of the Greenhut books made. Failing in this, it is planned to force such an inquiry through action in the United States Court.

Another matter which it has been suggested should be inquired into is what is supposed to be large purchases made by the Greenhut company since January 1, as well as the salaries of \$222,000 a year, paid to Joseph B. Greenhut, \$100,000; Benedict J. Greenhut,

his son, \$50,000; Nelson W. Greenhut, his son, \$10,000; Benjamin Hillman, \$50,000, and Charles A. Cooper, \$12,000.

B. J. Greenhut said recently the Greenhut company is solvent and will continue in business. He did not, however, go into details.

Nor did Benjamin Paskus, of counsel for the Greenhut company, though he asserted Captain Greenhut would do everything within reason for the mercantile creditors of the Greenhut company.

The J. B. Greenhut Company is the last of the big Sixth Avenue department stores in this once flourishing retail district. The passing of the J. L. Kesner Co., after a short life, has been followed by the closing of the O'Neill-Adams stores, the old Simpson-Crawford Co., Fourteenth Street Store, and now the recently organized Simpson-Crawford Corporation



No. 21—An interesting little boudoir lamp of imported French crockery. It is shown in New York in a variety of colors with silk shades to match. They range in height from sixteen to twenty-two inches and have shades measuring from eight to ten inches in diameter. They can be had in the following colors: blue, yellow, tan, green, white, cream and gray. They make a charming lamp for the cottage and summer home.

will cease to do business. This, with the decline in value of real estate along Sixth Avenue, is given as the principal cause of the company's troubles.

The business is being continued as heretofore and from outward appearances is still drawing a fair share of the shopping trade.

The "Big Store" was opened in New York September 12, 1896, and was one of the largest real estate deals in the history of New York. The building, with the land, cost about \$4,000,000. With a frontage of 184 feet on Sixth Avenue and more than 460 feet on each street, an area of about 85,000 square feet, it exceeded in size all former department stores, and, except the Wanamaker stores, covering two blocks, it still has the distinction of covering a larger ground area than any other New York store.

A few years after the opening, the Greenhuts purchased a controlling interest, and when Henry Siegel retired he opened the Fourteenth Street Store. The name of Siegel-Cooper, which had been retained by the Greenhuts as part of the firm name, was changed last year to J. B. Greenhut Company.

Capt. Joseph B. Greenhut, the president of the J. B. Greenhut Company, was born in Austria in 1843 and came to this country when he was nine years old. He made a fortune as a distiller in Peoria, Ill., and was connected with several Western banks as director. He gave up these interests, however, when he entered the department store business by purchasing the Siegel-Cooper store in Chicago in 1902 with Henry Siegel and his associates.

The Premium and Bonus Wage Plans

(Continued from page 14)

fit, and the employer saves only in the burden or indirect expense. Under the Premium Plan, the profit is divided more evenly, and both the employer and employee enjoy its benefits.

It will be seen that the premium plan has a great deal in its favor as regards the reduction in the cost price for each article. The system also necessitates an exact set of records in order that no workman will be deprived of his just earnings and also that no "soldier" will share in the premiums which he has not earned.

The labor distribution tickets necessary for this information can be handled with the greatest possible accuracy and speed on an adding machine. Likewise the many extensions that must be made where workmen are reducing the amount of time on a job and thereby earning wages based on this reduction, can be figured more quickly and accurately with an adding machine than by hand and mind.

BONUS WAGE PLAN.

The Bonus Plan is based on the principle of increasing the pay in a certain ratio as the time for com-

pleting a job is decreased, the rate depending on the per cent. of time saved.

This plan is practically the same as the Premium Plan and in fact some cost accountants make no distinction between them. Each workman receives a regular day's pay, even while he is learning.

A definite standard task is scientifically determined for each worker, and he receives from 50 to 100 per cent. extra wages for performing this task within the time allowed. If he finishes his task in less than the standard time, he is paid by the piece for all extra output at the regular piece rate for this work. This furnishes an incentive to the workman to "speed up."

The foreman receives a bonus for each man under him who makes a bonus, and he receives an additional bonus if all his men make bonus. This furnishes him an incentive to help his men. This method insures a definite minimum rate to the unskilled and a suitable reward for skilled workmen.

One fact in connection with the installation of the Premium or Bonus Systems should be borne in mind. Where there is only a little machine work, the rate should be made fairly low, since the rate per cent. of increase will be large. But if the work involves machine work, it will require a greater application of skill and effort to effect a large increase, and therefore a premium rate with a fairly high premium can be used.

Other points of excellence in the Premium and Bonus Plans may be summed up thus: In using these plans the employee's reward is immediate as compared with the results of other plans, such as profit sharing. The fact that quick rewards are obtainable appeals to the average workman.

The workman does not have to pay a penalty for not "speeding up," except the loss of his "bonus" or being discharged when he has proven unfit for the work. The minimum wage makes it easier to install the Premium and Bonus Systems because it does away with the intense antagonism that is generally shown where a new plan is proposed.

The management does not suffer as much loss in case of an over-estimation in the rate of premium or bonus, and it provides a more equitable division of profits between employer and employee.

Robinson's, Inc., New York, has recently incorporated under the New York State Laws as a department store with a capital stock of \$10,000. Harry J. Moskowitz, Isidore Brecher and Morris Littmann are the incorporators.

M. Laurie & Co. have purchased the business of B. P. Casker & Co., Little Falls, N. Y., the largest and oldest established department store in that city. This acquisition makes the seventh of a chain of stores operated by the Lurie concern.



From All Over the World

LITTLE NOTES OF INTEREST TO
THE TRADE PICKED UP FROM
DIFFERENT PARTS OF THE GLOBE



ENGLISH POTTERS EXHIBIT AND PLAN TO MEET GERMAN COMPETITION

AT A DINNER held at Stoke-on-Trent on the evening of February 22, marking the opening of a week of exhibits of English pottery and glass at the Second Annual Fair for the promotion of the commerce in these products, it was noteworthy that the speakers emphasized the importance of overcoming in some way the competition of Germany and Austria, which has heretofore been so heavily felt by British manufacturers of almost every class. Those speakers who more particularly represented the industry which so largely localized in Staffordshire urged that some governmental action should be taken that would at least put British manufacturers on even competitive terms with their rivals on the Continent. Just what this action should be was not clearly indicated, but the interest in neutralizing the advantages which Germany in particular has seemed to hold was very plain.

In all the addresses the value of such exhibitions as the present pottery fair was pointed out; and it was urged that the United Kingdom should establish a national yearly exhibition which should replace, as far as possible, the Leipzig Fair, which had annually emphasized the serious nature of German competition. It is understood that the board of trade is arranging to hold a fair of this character in May next.

The headway which Germany has made in the pottery industry was ascribed to the efficiency of the national organization and the government interest and assistance which has been afforded especially to export trade.

The district in Staffordshire in which the china and earthen ware pottery manufacture is centered contains some 300 potteries, which occupy the six towns of Tunstall, Burslem, Hanley, Stoke, Fenton, Longton—towns lying about 38 miles south of Manchester and 146 miles northwest of London. An exhibition of the products of these factories was first held last year and was quite successful.

It is interesting to note that before the war German

manufacturers of earthenware were able to place their products on sale in the heart of the pottery district of Great Britain at prices which were as low as, or lower than, the cost of production here. A considerable proportion of the output of Staffordshire potteries, however, is sold not on a basis of low price but on its admirable quality and artistic merit, and the utmost effort is made to maintain the standards which have gained world-wide recognition.

GERMAN POTTERIES UNINTERRUPTED BY WAR

THE PORCELAIN industry has not been interrupted by the operations of the war in Germany, writes Consul Harry G. Stitzer, Breslau, since no part of the Empire in which these wares are produced has been invaded by hostile armies, and consequently no damage has resulted from the destruction of property and plants. Every plant in this district is working, and has been working since the war began, but there is a reduction in the number of employes, although the extent of this shortage can not be definitely ascertained. It is therefore reasonable to expect that the war has caused a reduced output.

A more serious effect upon the industry is the lack of shipping facilities to the neutral countries caused by the retirement of German merchant vessels and the total interruption of commercial relations with the enemy countries and their colonies. With the exception of the United States, to which shipments have been made regularly via neutral ports, and the adjacent neutral countries to which shipments are made by rail, it is safe to assert that all trade has been suspended. The home consumption of porcelain goods has also been reduced, but no statistics are available. The United States has been Germany's best customer, followed closely by the United Kingdom and possessions, the Netherlands and possessions, France, Belgium, Switzerland, and Austria-Hungary. It is noteworthy that Germany first entered the markets of Colombia and New England during the first six months of 1914.

Recent Pottery and Glass Patents

A list of patents issued during the past month relating to the pottery and glass industry. Prepared by R. E. Burnham, patent attorney. Copies of these patents may be obtained from "Pottery and Glass" for 20c. each.

- 1,129,668. Blow-mold for glassware. Albert R. Grotz, Wellsburg, W. Va.
- 1,129,797. Pottery-molding machine. Christian Eckstein, Weiden, Germany, assignor to the firm of Aktiengesellschaft Porzellanfabrik Weiden, Gebrüder Bauscher, Weiden, Germany.
- 1,130,373. Device for capping glass cylinders. Albert W. Bright, Washington, D. C., assignor to the Columbus Glass Co., Lancaster, Ohio.
- 1,130,383. Tile-coating machine. Frederick C. Ellison, Perth Amboy, N. J., assignor of one-half to William H. Peach, Zanesville, Ohio.
- 1,130,392. Electrical oven and kiln. Lawson H. Giddings, Pasadena, Cal.
- 1,130,537. Floater or glass-drawing ring. Jules J. Quertinmont, Point Marion, Pa.
- 1,130,767. Composition for making glass. Otto Schott, Jena, Germany, assignor to the firm of Schott and Gen., same place.
- 1,130,918. Apparatus for pressing glass articles. William J. Miller, Swissvale, Pa.
- 1,130,919. Apparatus for pressing glass articles. William J. Miller, Swissvale, Pa.
- 1,130,920. Apparatus for pressing glass articles. William J. Miller, Swissvale, Pa.
- 1,131,134. Apparatus for splitting glass cylinders. Harry F. Hitner, Mount Vernon, Ohio, assignor to the Pittsburgh Plate Glass Co., Pittsburgh, Pa.
- 1,131,788. Glass furnace. Pierre J. Paquet, Jeannette, Pa.
- 1,131,953. Apparatus for drawing glass. William W. Pilkington, late of Prescott, England; Sarah L., Richard A. and Alfred C. Pilkington, executors of said William W. Pilkington, deceased, assignors to Pilkington Brothers, Limited, St. Helens, England.
- 1,132,071. Glass bottle making machine. Albert E. Clegg, Leeds, England.
- 1,132,270. Device for forming glass cylinders. Ulgisse Houze, Pomona, Cal., assignor of four-fifths to Ferdinand T. and John H. Houze, same place, Noel J. Houze, Oshkosh, Wis., and Austin McFadden, Grand Rapids, Mich.
- Design 46,992. Bottle or jar. George J. French, Rochester, N. Y., assignor to the R. T. French Co., same place. Term of patent, 14 years.
- Design 46,994. Globe. William F. M. Hawe, Pittsburgh, Pa., assignor to Macbeth-Evans Glass Co., same place. Term of patent, 14 years.
- Design 46,995. Ash tray. Adolph Hollander, New York, N. Y. Term of patent, 7 years.
- Design 47,002. Bottle or jar. Alphonzo Lloyd, Washington, Pa., assignor to the R. T. French Co., Rochester, N. Y. Term of patent, 14 years.
- Design 47,009. Plate or similar article. Edmond Picault, Stoke-upon-Trent, England, assignor to Maddock & Miller, New York, N. Y. Term of patent 3½ years.
- Design 47,068. Glass knob. Wilbur F. Burns, Bridgeport, Conn., assignor to the Burns & Bassick Co., same place. Term of patent, 3½ years.
- Design 47,069. Glass knob. Wilbur F. Burns, Bridgeport, Conn., assignor to the Burns & Bassick Co., same place. Term of patent, 3½ years.

Design 47,102. Glass vessel. Phillip Ebeling, Moundsville, W. Va., assignor to Fostoria Glass Co., same place. Term of patent, 7 years.

Design 47,114. Bottle. Edwin Lehmann, Peoria, Ill. Term of patent, 7 years.

Design 47,115. Bottle. Edwin Lehmann, Peoria, Ill. Term of patent, 7 years.

Design 47,116. Bottle. Edwin Lehmann, Peoria, Ill. Term of patent, 7 years.

Design 47,118. Glass dish. Andrew J. Sanford, Newark, Ohio, assignor to A. H. Heisey & Co., same place. Term of patent, 14 years.

DO YOU SET A GOOD EXAMPLE FOR YOUR EMPLOYEES?

WE are all grown-up children. Employees will imitate the faults of their employer quicker than they will imitate his virtues. If the proprietor is slack, the employee will be more slack. If the grocer leaves the cover off the butter tub, the employee will throw it on the floor; if the proprietor takes a cigar, fruit or crackers, a necktie, gloves or fishing-rod or a jackknife, pencils, stamps, and ink bottle, or anything else out of the store without paying for it, or making a record of the sale, then some employees may imitate him, and gradually look upon the taking of such things as his right. Like breeds like. Carelessness is catching; questionable practices are contagious. This is the record of many a failure in retail stores, manufacturing plants, and every other form of business. There must be a system rigidly followed before the whole plant, be it large or small, will operate to its maximum efficiency.

Every retailer, or other business man, wants his employees to do all that they can during the hours of work. He may not want to overwork them, but he does not want them to loaf.

The progressive retailer knows that the quicker he can sell a customer and the less time she has to wait—the more things she will think of that she wants to buy. On the other hand, he knows that if she has to wait so long that she becomes impatient, she then buys just the one thing which she came for, or even leaves the store angry. Consequently, in all well-regulated stores, packages of sugar, candy, beans, or other things which can be wrapped up in advance in the quantities usually purchased, are wrapped during odd moments by the clerks, so that when the customers come they will be pleased with the quickness of the store in serving them.

To this end departments must be so arranged that the employees spend the least possible time uselessly going from one to the other. System must be employed which will expedite every transaction. The duplicating sales book must be used, so that the goods can be collected without constant reference to the counter order book. This newer and better method allows an employee to accomplish much more without doing any more work, eliminates errors, checks carelessness, and stops the necessity of relying on memory.



In hundreds of instances china and glass is sold in connection with other merchandise, and to dealers of this class Pottery and Glass has become a valuable trade help. We illustrate above a store of this nature, hardware and house-furnishings being the main feature of the business of W. E. Neyland & Son, Goliad, Texas. This interesting store is one hundred and sixty-five feet long with an entrance at each end and carries a good general line of crockery and glassware. It is located in one of Texas' most historic towns, for it was in Goliad that Texas' independence was first declared and the lone star flag thrown to the breeze.

SIXTH AVENUE TO LOSE ANOTHER BIG STORE

AFTER about a year of business life, the Simpson-Crawford Corporation, which was formed to re-open the Simpson-Crawford department store after its collapse along with other Henry Siegel enterprises, will go into voluntary liquidation, according to an announcement made last week. President MacLachlan has made the following statement:

"The Board of Directors of the Simpson-Crawford Corporation have unanimously determined that the business of the company shall be voluntarily liquidated without further delay. There will be no court proceedings and the liquidation will be by retail sales. The Simpson-Crawford Corporation has assets, exclusive of fixtures and interest in real estate of Jan. 31, of approximately \$1,800,000. Its liabilities are less than \$600,000. The company is therefore entirely solvent and the creditors of the present company will be paid as their debts mature or shortly thereafter.

"The reason for this voluntary liquidation is that the business for the past year has not been conducted profitably and it did not seem to the Board fair to those who subscribed the new money in April of last year, and to the creditors of the old Simpson-Crawford Company that accepted stock in payment of their debts, to conduct the business further with possible risk of additional losses.

"Upon liquidation, after the payment of all obligations of the new company, the amount realized from the assets will be distributed pro rata to the holders of the first preferred stock, and any surplus remaining to the holders of the second preferred stock. The

management has no doubt that the creditors of the old Simpson-Crawford Company will receive considerably more by reason of this liquidation than they would have received if they had accepted the cash dividend of 16½ per cent which was available under the decree selling the assets of the old company."

CROCKERY BOARD DECIDE ON FIFTH AVENUE

AFTER considerable "office hunting" the committee selected by the members of the Crockery Board of Trade to secure new quarters uptown, have leased an office on the fourteenth floor of the building at Fifth Avenue and Eighteenth Street, into which they expect to move about May 1. The new quarters are a trifle larger than those downtown and are centrally located in the new china and glass district.

STATEMENT OF OWNERSHIP.

Statement of the Ownership, Management, Circulation, etc., required by the Act of August 24, 1912, of POTTERY AND GLASS, published monthly at New York, N. Y., for April 1, 1915:

Editor, T. A. Cawthra.....450 Fourth Ave., New York
Managing Editor, T. A. Cawthra...450 Fourth Ave., New York
Business Manager, F. F. Lyons...450 Fourth Ave., New York
Publisher, Huott Publishing Co....450 Fourth Ave., New York

Owners: (If a corporation give its name and the names and addresses of stockholders holding 1 per cent. or more of total amount of stock. If not a corporation give names and addresses of individual owners.)

T. A. Cawthra, C. M. Cawthra, F. F. Lyons, all of 450 Fourth Ave., New York, N. Y.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.) None.

(Signed) T. A. CAWTHRA, Editor.

Sworn to and subscribed before me this 10th day of March, 1915. John S. Potter, Notary Public (N. Y. Co. 3004).

[SEAL]

(My commission expires March 30, 1916.)

DIRECTORY OF PRINCIPAL ORGANIZATIONS ALLIED WITH THE POTTERY AND GLASS TRADE

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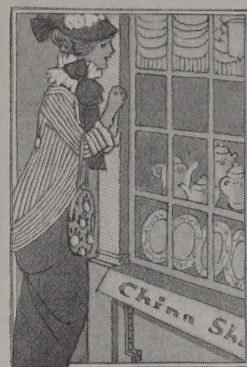
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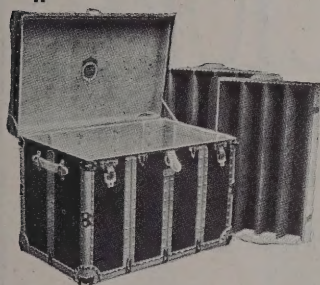


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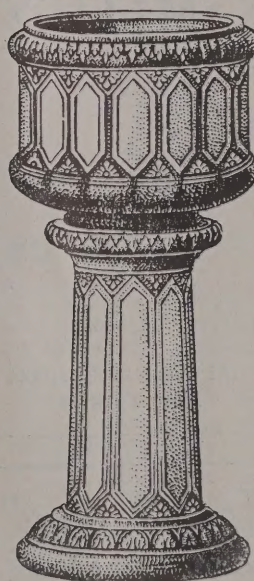
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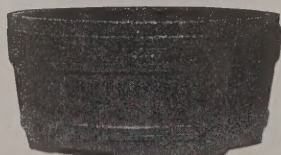
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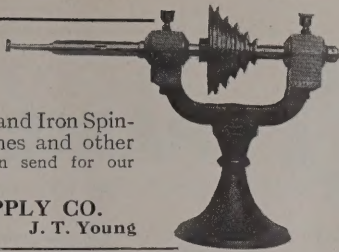
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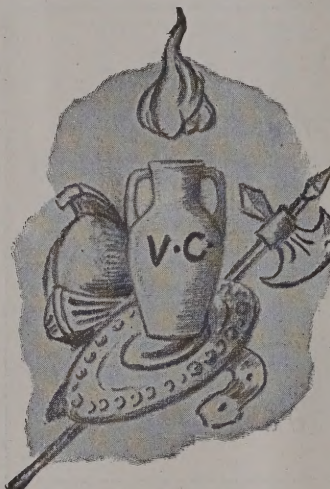
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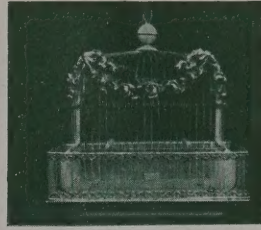
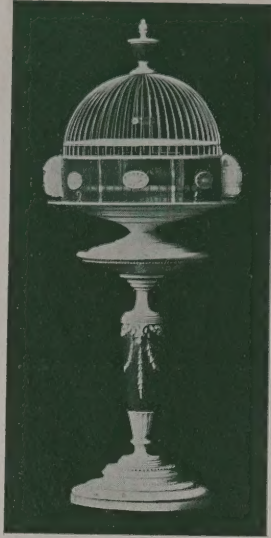
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